



sky ocean
rescue

Fiona Ball

Responsible Business and Sky Ocean Rescue

Sky Ocean Rescue's the story so far...

Objective: Shining the spotlight on the issues of ocean health, challenge for the solutions & inspiring millions of people across Europe to take positive action to save our oceans

- Launched in January 2017
- Group-wide strategy
- More than 9 million people have engaged with us
- Removed all plastic water bottles, plastic straws, cups & cutlery across sites and reduced plastic bottle usage by more than 300,000





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3 bold commitments

1

OUR COMMITMENT

TAKE ALL SINGLE-USE
**PLASTIC
OUT**
OF OUR BUSINESS

BY
2020

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2

OUR COMMITMENT

**£25
MILLION**

TO CREATE AN
**OCEAN
RESCUE**
INNOVATION FUND

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3

OUR COMMITMENT

PARTNER
WITH
WWF

TO SAFEGUARD
**MARINE
PROTECTED
AREAS**

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Our Business transformation

Inside..

- **Removing** all plastic water bottles, straws, cups and cutlery from our catering
- FSC-certified paper wrapping, eradicating almost 1 million plastic wraps from the supply chain each year
- Newly launched **Ocean Rescue café** in Osterley is a test case to our commitment
 - ✓ swapping plastic milk bottles for 98% plastic free milk machines, saving half a tonne of plastic in a year
 - ✓ switching small coffee bags for 10kg biodegradable ones
- Eliminating single-use plastic from our broadcast productions

... and our products...

- New **Sky Soundbox packaging** contains no single-use plastic
- All materials used have been sourced in an environmentally-friendly, socially responsible and economically viable manner. All of the materials used in the packaging can be recycled at our customers curb side



Innovation

Innovation Fund

- We have committed to establishing a fund to invest in start-ups and small businesses that are **developing technology** to stop plastic ending up in the oceans
- As part of this we will commit **£5 million for each of the next 5 years**

Sky Ocean Rescue Scholars

- We have partnered with **National Geographic** to offer funding and support to run marine-based projects, and the opportunity to become an **Ambassador** for Sky Ocean Rescue.
- One scholar will be chosen from each of our territories in the UK, Italy and Germany.



Consumer Engagement: # Be an Ocean Hero!

- Objective: To showcase Sky's leadership in Ocean Health, educate and drive behaviour change of customers, primarily around reducing single-use plastic
- 2 key pillars:
 - **Content:** aired three documentaries on Sky News & Sky Atlantic
 - **Participation:** Plasticus whale tour & Volvo Ocean Race partnership
- So far we have campaigned at sports events such as The Oval 100th test & Misano Moto GP and lots more to come...

Marine Protection Areas (MPA's)

- A **partnership with WWF** to safeguard MPA's around our territories in UK, Italy & Germany
- The MPA's will make up 400,000km² across Europe – larger than the size of Germany

Changing Policy

- Calling on governments to **change policy** e.g. Deposit Return Scheme



An underwater photograph of a whale's tail, showing the dark, curved tail fluke against a bright blue background filled with sunlight filtering through the water and numerous small bubbles. The whale's body is partially visible below the tail.

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